

Canadian media people to visit Asia Pacific countries on extended fellowships, and since 1990 it has assisted 24 Asian media representatives to visit Canada, and report back on Canadian topics;

- innovative approaches to opening up new markets, and strengthening market position, in Asia, have been experimented with:
  - there have been some immediate successes in key sector market penetration through the collective efforts of the private sector supported by federal and provincial governments. For example. The Canada Beef Export Federation key sector initiative has increased Canada's market share from 1 to 1.5 per cent in Japan. Volumes of beef exported to Japan have increased from 3,992 tons valued at \$17.3 million in 1990, to a projected 6,000 tons valued at \$30 million in 1993;
  - enhanced business linkages were developed through bilateral business councils e.g. the ASEAN Canada Business Council, which was not as self sustainable as had been anticipated; and with collaborative efforts with the Japanese (JETRO) to promote exports to Japan by the use of Japanese import specialists working in conjunction with the Canadian Exporters Association, where results have to date been limited, but should improve as a result of better focus;
- there has been increased contacts and networking between Canadian and Japanese scientific and technological establishments due to the JSTF. Canadian knowledge of the strengths and weaknesses of the Japanese academic and science and technology establishment has increased dramatically, and there is a higher degree of mutual trust;
- the hidden advantage of Asian-Canadians to Canada has been brought to the attention of the Canadian private sector, and to the Canadian public by the APFC;
- the difficulties, opportunities, and challenges facing Asian immigrants to Canada have been brought to the attention of the Canadian public by the APFC;
- the Canadian educational system has been shown to be a significant resource to be marketed in Asia, and pilot approaches to sales coordination in Asia have been experimented with under the International Education Program of Pacific 2000. Attracting Asian students to study in Canada has significant short-term economic advantages, and even more significant long-term political and economic benefits based on alumni loyalty;
- the APFC has acted as catalyst in bringing public and private agencies together for joint action vis-a-vis the Asia Pacific. For instance, through the Canada/Asia Trade and Transport Forum, the APFC has been instrumental in bringing together Canada's transportation community to develop a Pacific gateway;